



April 29, 2026

# Where Did Your Reader Get Lost?

*A two-part worksheet for writing that's aimed at the right question.*

## Part 1: Know Your Reader

### 1. Who is the specific person reading this document?

*Not a demographic. Name their role, their situation, and what they're responsible for. "Small business owner looking for a bookkeeper" is more useful than "my target market."*

### 2. What is that person trying to decide, accomplish, or understand when they pick it up?

*Finish this sentence: When my reader picks this up, they are trying to figure out whether...*

### 3. What does that person already know about your topic? What don't they know yet?

*List two or three things they know and one or two things they don't. The gap between those two lists is where your explanation needs to live.*

## Part 2: Audit Your Writing

### 1. What question does your document open with or imply it will answer?

*Read your first paragraph as a stranger would. What promise does it make? Write it down in one sentence.*

### 2. Is that the same question you named in Part 1, Question 2?

*If yes, you're aimed right. If no, write down exactly where they diverge.*

### 3. Where in your document does your reader's question get answered?

*Name the page, paragraph, or section. If you can't point to it specifically, that's your answer.*

If you filled this out and still aren't sure whether your writing is answering the right question, that's exactly what the [Strategic Editorial Diagnostic](#) is for.